

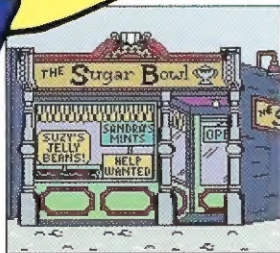
Absolutely Fun!

**Absolutely
New!**

Arthur® & Game Boy!

Kids and Parents Love Arthur!

- **Arthur** continues to be ranked the #1 children's show on television for ages 2-5 and 6-11!¹
- **Arthur** won the Emmy for Outstanding Children's Animated Program in 1999 for the second year in a row!
- **Arthur** is consistently on the bestsellers list, with over 30 Million books sold last year!²
- **Arthur** had 1999 CD-ROM software sales of \$15 MM and over 640,000 units sold through!³



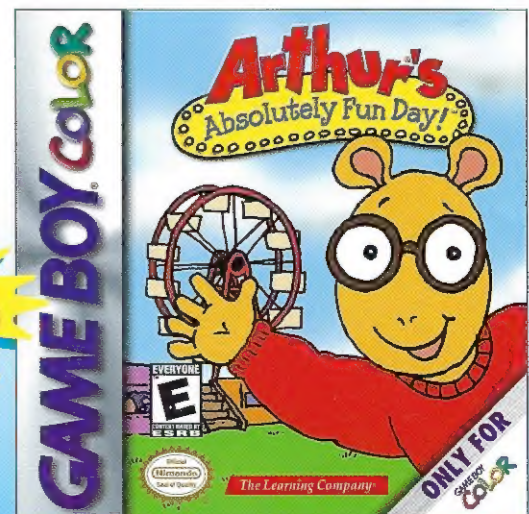
Arthur's Absolutely Fun Day!™

Arthur and his friends want to go to WonderWorld amusement, but first Arthur needs to collect enough stars for free admission. He must explore Elwood City and earn stars by diving for treasure at Bear Lake, racing in the soapbox derby, shooting hoops at his house, or challenging Buster to a game of air hockey. Once he's earned his free pass to WonderWorld, kids can join Arthur for a ride on the bumper cars and lots of other exciting carnival games!

Features & Benefits:

- 15 replayable activities
- 3 levels of difficulty for greater challenge
- Activities can be chosen in any order and replayed over and over
- Role-playing story features classic arcade style games

**Available
Sept. 2000**



Arthur's Absolutely Fun Day!

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